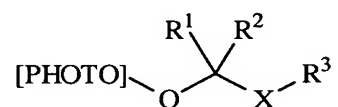


ABSTRACT

The first aspect of the present invention relates to a photo-activated pro-accord conjugate having the formula:



wherein [PHOTO] is a photo-labile unit which upon exposure to electromagnetic radiation is capable of releasing a pro-accord unit; X is selected from oxygen, nitrogen, sulfur; R¹ and R² are moieties when taken together comprise an aldehyde or a ketone fragrance raw material, and R³ comprises hydrogen, a fragrance raw material alcohol, an amine, or a thio compound